

1.(Previously Amended) A computer-implemented method of distributing cards to a plurality of recipients, the method comprising:

5 receiving a single card order specifying a plurality of recipients and, for each specified recipient, a set of one or more images directly uploaded by a user associated with that recipient, wherein the single card order is completed in a single transaction sequence;

10 for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set;

and

distributing the printed cards having the recipients' user-uploaded images to their respective associated recipients.

15 2. (As Filed) The method of claim 1, wherein the card is one or more of a greeting card, a post card, and a playing card.

3. (As Filed) The method of claim 1, wherein the images in a first recipient's image set differ from the images in a second recipient's image set.

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4. (As Filed) The method of claim 1, wherein print parameters of a first recipient's cards differ from printing parameters of a second recipient's cards and wherein the print parameters include one or more of print size, number of copies, print finish, and/or a textual message for the printed cards.

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5. (As Filed) The method of claim 1, wherein the images are uploaded by a user from a digital camera.

6. (As Filed) The method of claim 1, wherein the images are uploaded by a user to a printing service.
7. (As Filed) The method of claim 1, wherein receiving, printing and distributing is dispersed among two or more different entities.
8. (As Filed) The method of claim 1 wherein the steps of receiving, printing and distributing is performed by a single entity.
- 10 9. (As Filed) The method of claim 1, wherein receiving a card order is performed by an enterprise providing a web front-end.
- 15 10. (As Filed) The method of claim 1, further comprising, prior to printing, dividing the received card order into a plurality of sub-card orders, each sub-card order corresponding to a different recipient.
11. (Previously Amended) The method of claim 1, wherein the card order comprises a single transaction sequence terminated by an order icon.
- 20 12. (As Filed) The method of claim 11, wherein the single transaction sequence is terminated by a click of a "card order" button.
13. (As Filed) The method of claim 1, wherein the card order further comprises charging to one or more of a credit card, a debit card, electronic funds transfer, a gift certificate, or
25 a coupon.
14. (Previously Amended) A card distribution system comprising:
a front-end computer sub-system for receiving a single card order specifying a plurality of recipients and, for each specified recipient, a set of one or more images

associated with that recipient, such images being directly uploaded by a user to the front-end computer sub-system, wherein the single card order is completed in a single transaction sequence;

- a printing sub-system for printing at least one card having at least one uploaded
5 image in each recipient's image set; and
a distribution sub-system for distributing the printed cards to their respective associated recipients.

15. (As Filed) The card distribution system of claim 14 wherein the cards are one or more
10 of a greeting card, a post card, and a playing card.

16. (Previously Amended) A computer-implemented method of ordering cards for a plurality of recipients, the method comprising:

15 receiving at a host system a single card order from a client system, the card order corresponding to a single transaction sequence and specifying a plurality of recipients and, associated with each specified recipient, a set of one or more images directly uploaded by a user, wherein the single card order is completed in a single transaction sequence.

20 17. (Previously Amended) A computer-implemented method of creating and distributing personalized social and business print communications to one or more recipients specified by a user, comprising:

25 uploading image data directly from the user specifying an appearance of the print communications;

obtaining message data from the user specifying message content to be included in the print communications;

obtaining address information from the user specifying names and addresses of the one or more recipients in a single transaction sequence;

producing the print communications incorporating the uploaded image data and the message data; and

distributing the print communications to the one or more recipients in accordance with instructions provided by the user.

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18. (As Filed) The method of claim 17, wherein the images are uploaded by a user from a digital camera.

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10 19. (As Filed) The method of claim 17, wherein the images are uploaded by a user to a printing service.

20. (As Filed) The method of claim 1, wherein the images are uploaded by a user from a data storage device.

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21. (Previously Amended) A computer-implemented method of distributing cards to a plurality of recipients, the method comprising:

receiving a single card order from an orderer, such order specifying a plurality of recipients where at least one of the specified recipients is different from the orderer and,

20 for each specified recipient, a set of one or more images directly uploaded by the orderer associated with that recipient, wherein the single card order is completed in a single transaction sequence;

for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set;

25 and

distributing the printed cards having the recipients' user-uploaded images to their respective associated recipients.